

## **To comply with GDPR M4L Solutions has carried out a Legitimate Interests Assessment which is documented below**

### **Purpose of Processing**

M4L Solutions has a legitimate interest to process personal data relating to decision makers in UK businesses based on enquiries previously received from the intended recipients.

### **Lawful Business Objective**

The processing is necessary in order to undertake a lawful business objective specifically identified by the Privacy and Electronic Communications Regulations 2003 (PECR). Recital 47 of the GDPR identifies direct marketing as a legitimate use of personal information.

### **Reasonable Expectation**

The data subjects are business people and individuals with decision making and budgetary responsibilities and can reasonably expect to be contacted with marketing material relating to their professional roles.

### **Adequate, Relevant & Limited**

The data collected is limited to the individual names of the intended recipients and where possible their job titles, business addresses, telephone numbers and email addresses.

### **Opt Out**

If a data subject requests that their data is removed from the database, it is suppressed so that it cannot be accessed or added again at a later date.